

## **Amendments to the claims**

Please amend the claims as follows:

Claims 1-98 (canceled)

Claim 99. (new) A method for obtaining, delivering and presenting information content, the method comprising the steps of:

- receiving user information associated with content to be obtained;
- obtaining content programming information by conducting a search based at least in part on the user information, the content programming information identifying a source and a time associated with at least one content item;
- enabling the reception of the at least one content item associated with the content programming information by accessing the identified source at the associated time;
- storing the received at least one content;
- receiving a request for presenting the at least one content item; and
- presenting the at least one content item.

Claim 100. (new) The method of claim 99, wherein the step of receiving a request for presenting the at least one content item further comprises the step of receiving a playback list that identifies one or more content items to be presented.

Claim 101. (new) The method of claim 100, further comprising the steps of:

- generating a unique identifier for each content item; and
- tagging each content item delivered in the step of enabling the reception of the at least one content item with a unique identifier.

Claim 102. (new) The method of claim 101, wherein during the presentation of a content item, further comprising the steps of:

- receiving an actuation signal; and
- identifying the unique identifier of the content item being presented.

Claim 103. (new) The method of claim 102, wherein the step of identifying the unique identifier further comprises receiving the unique identifier in response to the actuation signal.

Claim 104. (new) The method of claim 103, wherein the step of receiving the unique identifier further comprises receiving a time stamp identifying a particular location within the presentation of the content item.

Claim 105. (new) The method of claim 104, wherein for at least one content item, further comprising the steps of:

logically dividing the content item into sub-segments;

based on the received time stamp, identifying which sub-segment was actively being presented when the actuation signal was received; and

performing a function based on which sub-segment was active.

Claim 106. (new) The method of claim 105, further comprising the step of appending one or more advertisement content items to each content item delivered in the enabling the reception of the at least one content item step.

Claim 107. (new) The method of claim 106, wherein the step of logically dividing the content item into sub-segments is applied to an advertisement and further comprising the steps of:

defining one sub-segment as a request for information sub-segment; and

defining another sub-segment as a request for purchase sub-segment;

if the actuation signal is received during the request for information sub-segment of the advertisement, providing further information associated with the advertisement ; and

if the actuation signal is received during the request for purchase sub-segment, initiating a transaction for a purchase associated with the advertisement.

Claim 108. (new) The method of claim 107, wherein the step of providing further information further comprises sending an email message to a user associated with the content being presented.

Claim 109. (new) The method of claim 108, further comprising the steps of:

receiving user profile information identifying a preferred mode for conducting transactions; and

the step of initiating a transaction further comprises initiating a transaction in accordance with the preferred mode.

Claim 110. (new) A system for obtaining, delivering and presenting information content, the system comprising:

a content server comprising:

an interface to one or more information content sources;

a playback device interface; and

a server application operating on the content server and enabling the content server to be operative to:

receive user information associated with a playback device;

obtain content programming information from the one or more information content sources by conducting a search based at least in part on the user information, the content programming information identifying a channel and a time for at least one content item;

deliver the content programming information to the associated playback device via the playback device interface;

the associated playback device comprising:

a memory storage unit;

an information content source interface including a tunable receiver;

a mobile-content server interface;

a presentation output;

a processing unit coupled to the memory storage unit, the mobile-content server interface, the audio output and the information content source interface, the processing unit, in response to instructions stored in the memory storage unit, being operative to:

enable the information content source interface in accordance with the content programming information by tuning the tunable receiver to a channel associated with the information content source identifier at the identified time;

receive information content transmitted from an information content source via the information content source interface; and

provide the information content to the presentation output.

Claim 111. (new) The system of claim 110, wherein the processing unit is further operative to store the content.

Claim 112. (new) A system for obtaining, delivering and presenting information content, the system comprising:

one or more content sources;

a content server; and

a content playback device;

the content server being operable to:

receive user information associated with the playback device;

obtain content programming information from a content source by conducting a search based at least in part on the user information, the content programming information identifying a channel and a time for a plurality of content items; and

obtain one or more content items from the content source by tuning to the identified channels at the identified times;

receive a playlist identifying at least one content item and being associated with the playback device; and

deliver the content items to the playback device in accordance with a playlist;

the playback device being operable

receive the content items; and

present the content items to a user interface.

Claim 113. (new) The system of claim 112, wherein the content sources are operable to:

generate a unique identifier for each content item; and

tag each content item obtained by the content server with the unique identifier.

Claim 114. (new) The system of claim 113, wherein the playback device includes an interact button, which when actuated during the presentation of a content item will result in a signal being sent to the content server.

Claim 115. (new) The system of claim 114, wherein the signal includes the unique identifier.

Claim 116. (new) The system of claim 115, wherein at least one content item is logically divided into sub-segments with each sub-segment having a unique identifier.

Claim 117. (new) The system of claim 116, wherein the signal includes the unique identifier for the content item being presented and the content segment that is active when the interact button is actuated.

Claim 118. (new) The system of claim 115, wherein at least one content item is logically divided into sub-segments and the signal identifies the unique identifier and the content sub-segment that was active when the interact button was actuated.